

Feature Story

T.J. Clark & Company Spins Off T.J. Clark DIRECT™

T.J. Clark, the most recognized leader worldwide in liquid trace mineral supplements, has formulated a strategy to meet the increasing demand of consumers who want the T.J. Clark minerals to be more readily available. In January 1998, T.J. Clark & Company announced the spin-off of a new company, T.J. Clark DIRECT™, a network marketing venture designed to get the famous T.J. Clark minerals directly to as many people as possible, while simultaneously rewarding customers for recommending the products.

T.J. Clark DIRECT™ incorporates the criteria used by the most successful MLM companies. Its winning paradigm strategically includes:

- Experienced management
- Lucrative compensation plans for both the company and distributors
- Exceptional products available only through T.J. Clark DIRECT™
- Exciting marketing concept
- Effective distributor sales aids
- Customized computer hardware and software

"Many people have asked why I want to make my products available through network marketing," explained Thomas J. Clark, president and chief executive officer of T.J. Clark & Company and T.J. Clark DIRECT™. "It was really an obvious decision. As I look to the economic future of our country and around the world, I am utterly confident that home-based business will hold the key to success in the 21st century. I have worked hard over the years to continue developing nutritional supplements that set the standard for the industry and to offer these superior products with integrity and honor. It is my goal to grow the T.J. Clark companies under the guidance of these principles."

T.J. Clark DIRECT™ has been launched with three exciting new products:

- MIND/BODY System Trace Minerals
- MIND/BODY System Major Minerals
- Maximizer Vitamins

The company anticipates expanding with additional nutritional supplements and natural ingredient products as T.J. Clark DIRECT™ gains momentum and grows.

According to Clark, no other company has ever designed a simpler MLM approach. Clark's plan is structured to provide two separate programs and compensation plans, thus accommodating a variety of networking strengths. There is no initiation fee to join either program. The only requirement is a one-unit purchase per month of the MIND/BODY System™. That's it. There are no convoluted compensation structures, bogus bonuses, or hidden fees. There are no large volume purchasing or stocking requirements. If you like the product and tell your friends about it, you can make some money. If you like the product and tell lots of people about it, you can make a lot of money, all the while enjoying the benefits of total health from products produced by the company made famous over the past 75 years.

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For more information on T.J. Clark DIRECT™, please call toll free, 1-888-TJCLARK, or visit our website at www.tjclarkdirect.com.

I never used minerals or supplements or even vitamins before. I may not have felt great every day, but I wasn't feeling bad either. At least I didn't think I was. I didn't realize just how much energy I lacked, day to day, until I started using the Original Minerals. I felt significantly better after taking just one dose each day for only a week! Now, I can't imagine even starting my day without my juice and minerals.

-- R. Hahn, Austin, TX

The biggest difference I've noticed is that I no longer feel sluggish in mid-afternoon. Now that I'm taking the Legendary Minerals every day, I feel as awake and energized at 3:00 p.m. as I do at 9:00 a.m. My husband has noticed the same thing from also using T.J. Clark's Minerals. Now we wrap up our workday feeling great and still have energy to do stuff with our kids when we get home.

-- T. Powell, Arlington Heights, IL

I noticed that my psoriasis started clearing up after using the minerals for about 2 months. Then, one day I wondered about using it externally, so I started soaking some into a cotton ball and applying it directly on the spots. Within about 3 weeks, all but one or two spots completely went away.

-- B. Barker, Boston, MS

I was pretty surprised to learn from a friend that I'm not getting all the nutrients my body needs to stay healthy from the food I eat. I'm a vegetarian, and thought that I was giving my body the best possible diet. I didn't know that farming has depleted important minerals from the soil. Now that I take the Original Minerals every day, I can feel that

Dear Friends:

It is 1998. We are on the eve of a new century and a new millennium, and I can't help but wonder how our lives will change in that new era. What will we take with us from the past 100 years into the next that will improve our lives and those of our families and friends?

I guess we know by now that the only thing we really have to take with us anywhere is our health. I've been reflecting on my own life, and on the lives of my own family and friends, and wondering what we could do to improve our lot. I came to realize that excellent health is at the root of all we could want.

For instance, I would like to see my companies, T.J. Clark & Company and T.J. Clark DIRECT™ expand and prosper and enable many, many more people the opportunity to use our mineral products. But, I realize that that won't happen without my employees and distributors. I need each of my employees and distributors feeling energized and clear-

headed and strong.

-- R. Fulkerson, Marina Del Ray, GA

If you regularly use T.J. Clark's minerals and have a personal experience you would like to share with us, please contact us at: THE SOURCE, c/o T.J. Clark & Company, P.O. Box 658, St. George, UT 84770. You can also fax us at (435) 634-0308 or eMail us at customerservice@tjclarkminerals.com

Product Spotlight

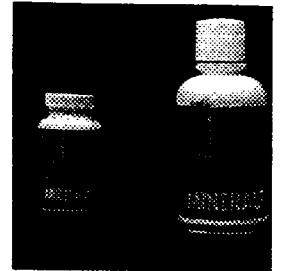
T.J. Clark's MIND/BODY System™

T.J. Clark's MIND/BODY System™ is a daily dietary supplement system developed specifically to provide the necessary minerals required for the mind and body to function together in harmony, resulting in greater energy and mental focus.

The MIND/BODY System™ starts with a one-month supply of MIND/BODY Trace Minerals in liquid form. This 16 ounce supplement contains elements found to be extremely beneficial in trace amounts. Rounding out the MIND/BODY System™ is a one-month supply of MIND/BODY Major Minerals. These innovative capsules are a calcium/magnesium/potassium formulation catalyzed with Polyfloramin™, which enhances the body's biochemical balance. Importantly, MIND/BODY Major Minerals contain absolutely no fillers.

When used together, T.J. Clark's MIND/BODY Trace and Major Minerals provide essential minerals and elements that are quickly absorbed for improved health, vigor, alertness and longevity.

For more information on T.J. Clark's MIND/BODY System™, or to receive a monthly product subscription, please call toll free 1-888-TJCLARK or visit our website at www.tjclarkdirect.com.



On My Mind . . .

headed each and every day so we can keep the companies growing.

And, I would like to know that my children and grandchildren will be offered the best in life. But, then I realize that they will not be able to put to good use all that life has to offer if they are not strong and healthy.

Finally, I would like to give more to my family and community in the years ahead; to keep my family safe and happy and enrich my community by providing jobs and leadership. But, I won't be able to do either without first keeping my body strong and my mind agile.

So, as we approach the 21st century, it is my wish that we will all reap the rewards of prosperity through the enrichment of total health. I hope we will all accomplish and maintain excellent health and be rewarded with much success today, tomorrow and in the new millennium.

Thomas J. Clark
President and CEO

A couple of years ago, Russ Rodriguez was looking for a mineral product for personal use. After asking his chiropractor for a recommendation, he called T. J. Clark and Company and ordered a bottle of our Original Minerals. Russ liked the product so much that now he is the owner of one of our fastest growing distributorships. "I take the Original formula because I want the major amounts of calcium and potassium, and my wife takes it for



Before he started using the product, Russ suffered from minor arthritis pain in his joints, coupled with a blood sugar problem. His wife used to have severe muscle cramping in her legs. Russ says that, "These symptoms have disappeared since we have been using T. J. Clark's Original Minerals. I've also noticed that I now only require about six hours of sleep a night, and I feel fully rested."

Russ, 48, and his wife Nancy, 41, enjoy taking their 1923 Model T-Bucket hot rod, or their Corvette, out for a spin and to area car shows. They are avid collectors of Disney memorabilia and like to travel. Their two children also use T. J. Clark products.

We are delighted Russ is part of our team and wish he and his family much continued health, success and happiness today, tomorrow and in the new millennium.

Common Questions

I'm tired of purchasing products that are supposed to contain T.J. Clark minerals, only to find out later that they don't. Is there any way I can buy minerals directly from T.J. Clark?



You certainly can. By simply subscribing to T.J. Clark DIRECT™, your minerals will be shipped directly to you from the company each month, just like a magazine subscription.

Call 1-888-TJCLARK to subscribe. Or, you can call T. J. Clark & Company and ask for the name of a distributor or retailer near you. Call us at 1-800-228-0872.

I just started using your minerals. Recently, I tried contacting the company for assay analyses, but none were available. Isn't that necessary information for consumers?



Actually, no. Although we are pleased to witness the growing savvy among consumers regarding the properties of ingested products, the type of assays in which you have inquired do not provide extensive useful information. Metal assays are used to determine whether any one type of mineral present in our product is present at a toxic level. That's it. We would not be allowed to offer our products if they were toxic. Since our products have been found safe and effective for 75 years, we do not provide assay analyses to our consumers.

I've heard that T.J. Clark DIRECT™ is for network marketers. I'm not interested in multilevel marketing; I just want to receive the MIND/BODY System™. Can't I just receive the products without trying to sell them to others?



You sure can. Simply sign up with T.J. Clark DIRECT™ under the "Consumer Program" to receive your minerals via monthly subscription. You will receive your supply of the MIND/BODY System™ each and every month and are under absolutely no obligation to sell or promote the products to anyone, ever. For more information, please call toll free 1-888-TJCLARK.

How come the location in which the T.J. Clark minerals are mined is reputed to be the best source of minerals?



Our minerals are mined from a location in Central Utah, which the U.S. Department of the Interior has claimed is an ancient rain forest approximately 100 million years old. This petrified rain forest has been uniquely preserved due to the surrounding dry climate and geological makeup of the land, resulting in true plant-source minerals in a form specific only to our sites.

Have a question about T.J. Clark & Company, T.J. Clark DIRECT™ or our products? We will be happy to answer them here. Please contact us at THE SOURCE, c/o T. J. Clark & Company, P. O. Box 658, St. George, UT 84770. You can also fax us at 1-435-634-0308 or eMail us at customerservice@tjclarkminerals.com. We regret that we may be unable to print every question in this forum.

Employee Spotlight

If you've called T. J. Clark and Company to place an order, then you've probably talked to Andrea Campbell at some time. Andrea has been with us for almost 6 months and is planning to be here for quite awhile! Andrea takes orders and answers questions for clients. She says, "My job is fun! I get to talk to people all day long."

Andrea takes T. J. Clark's Legendary Minerals every morning with orange or grape juice. "I feel wonderful. I am alert in the morning, and never feel like I need a nap in the afternoon," she says. Andrea is preparing for marriage. She and her fiancée like to go to the Coral Pink Sand Dunes and ride their Banshees (four-wheelers).

We're happy to have Andrea on our team. Give her a call if you have questions or would like to place an order.



THE SOURCE

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BUREAU OF LAND MANAGEMENT
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the source



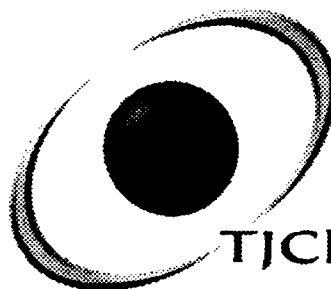
VISIT OUR

WEBSITES



TJClark DIRECT

www.tjclarkdirect.com



TJClark

www.tjclarkco.com



HIGHER IDEALS

PRODUCT PRICE LIST

(Listed Alphabetically)

Item #	Product	Description	Qty	Wholesale Unit Price	CV*
1160	Champion Cat™	Cat's Claw <i>Uncaria tomentosa</i>	100 CT.	\$ 12.00	\$ 9.00
1410	Clear Energy™	Natural Booster	60 CT.	\$16.00	\$10.00
1250 1252 1254	Complete AM™ Adult - Seniors - Kids	Natural Vitamins For The Whole Family	60 CT.	\$12.00	\$8.00
1255 1257 1259	Complete PM™ Women - Men - Kids	Mineral Supplements For The Whole Family	120 CT.	\$12.00	\$8.00
1610	Crystal Catalyst™	Vitamin & Mineral Potentiater	8 OZ.	\$15.00	\$10.00
1000	Defender™	ActiVin Grape Seed Extract 100mg.	60 CT.	\$26.00	\$20.00
1240	Doc's Mineral Rocks™ With Fulvic Acid	Fulvic Acid Colloidal Minerals	4 Fl. Oz.	\$15.00	\$10.00
1005	Elite™	Enzyme Complex	90 CT.	\$20.00	\$16.00
1009	Enhancer™	Essential Oils & Acids	30 CT.	\$20.00	\$16.00
1010	Extend™	Mushrooms & DHEA	30 CT.	\$15.00	\$12.00
1012	Extend™	Mushrooms & DHEA	90 CT.	\$26.00	\$20.00
1145	Fabulous Figure™	Fat Absorber	60 CT.	\$12.00	\$8.00
1147	Fabulous Figure 180™	Economy Size	180 CT.	\$29.00	\$18.00
1190	Freedom Cream™	Progesterone Balance	2 OZ.	\$12.00	\$10.00
1510	Hi-Balance™	Herbs & Vitamins	60 CT.	\$16.00	\$10.00
1330	Ideal Equation for Men™	Herbs & Minerals	60 CT.	\$16.00	\$10.00
1310	Ideal Equation for Women™	Herbs & Minerals	60 CT.	\$16.00	\$10.00
1220	Improve™	Aloe Vera/Blue Green Algae	90 CT.	\$20.00	\$14.00
1200	Inforce™ (See Defender)	ActiVin Grape Seed Extract 20mg.	90 CT.	\$12.00	\$8.00
1035	Invigorate™	DHEA LipoSpray	2 FL. OZ.	\$26.00	\$20.00
1530	Lo-Balance™	Herbs & Vitamins	60 CT.	\$16.00	\$10.00
1007	Omega Oil 7™	High Quality Fish Oil With DHA	90 CT.	\$29.00	\$22.00

1230	Phytolife™	Antioxidant Superfood	60 CT.	\$12.00	\$ 8.00
1025	Promise™	Pregnenolone 10 mg.	90 CT.	\$15.00	\$12.00
1026	Promise Plus™	Pregnenolone Spray 30 mg.	2 FL. OZ.	\$26.00	\$22.00
1110	Sizzle™	Citrimax & Herbs	60 CT.	\$12.00	\$8.00
1140	Sizzle Supreme™	Weight Loss Herbs	60 CT.	\$20.00	\$15.00
1150	Ten Lives™	10 Immune Builders	90 CT.	\$26.00	\$20.00
1235	T.J. Clark's Mineral Formula™	T.J. Clark Colloidal Minerals	4 Fl. Oz.	\$18.00	\$10.00
---	Package Specials	Complete Health Kits That Save You Money	---	---	---

* CV = Commission Value: the % payments to the upline and sponsor are derived from this number (see MLM Intelligence Report for more details on why CV is beneficial)

How to Order:

Higher Ideals distributes our products wholesale direct to our customers. For a minimal \$10CV purchase you can join Higher Ideals and qualify for the above remarkable wholesale prices on these and numerous other health, household and body care products, and you can also earn money by sharing our products and program with others.

Please see more about our **Wholesale Purchasing and Product Distribution Plan** or find out **How to Get Started with Higher Ideals** immediately.

Nutrition Guide

Household Products

Body Care Products

How Do I Order?

The Truth About Colloidal Minerals



Higher Ideals Home Page

Higher Ideals